

**GOVERNMENT OF INDIA
TOURISM
LOK SABHA**

UNSTARRED QUESTION NO:110
ANSWERED ON:17.07.2017
Promotion of Ayurveda for Medical Tourism
Chauhan Shri Devusinh Jesingbhai

Will the Minister of TOURISM be pleased to state:

- (a) whether the Government proposes to include Ayurveda for international medical tourism;
- (b) if so, the details thereof; and
- (c) the steps taken by the Government in this regard?

Answer

MINISTER OF STATE FOR TOURISM (INDEPENDENT CHARGE)
(DR. MAHESH SHARMA)

(a) to (c): The Ministry of Tourism has recognised Medical and Wellness Tourism including Ayurveda as a Niche product in order to overcome the aspect of 'seasonality' and to promote India as a 365 days' destination and attract tourists with specific interests.

A National Medical and Wellness Tourism Board has been constituted to provide a dedicated institutional framework to take forward the cause of promotion of Medical and Wellness Tourism including Ayurveda and any other format of Indian system of medicine covered by Ayurveda, Yoga, Unani, Siddha and Homeopathy (AYUSH). The Board works as an umbrella organization that governs and promotes this segment of tourism in an organized manner. It has representatives from Ministries of Health, AYUSH, Home and External Affairs as well as from Quality Council of India, National Accreditation Board for Hospitals and Healthcare Providers (NABH) and recognized experts in the fields of Medical and Wellness Tourism including Ayurveda.
